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ABSTRACT

This book provides a framework for leadership in the combined fields of higher education, management, and marketing. It is divided into three sections. Section 1, "Challenges and Changes in Continuing Education," has two chapters identifying some of the current challenges. Section 2, "Leadership for the 21st Century in Continuing Education," has eight chapters on participative management and encouraging creativity. Leadership, planning, decision making, team building and empowerment, motivation, and problem solving are addressed. The areas of noncredit programs and the expansions possible through distance education are also discussed. Section 3, "Marketing and Finances in Continuing Education," discusses some of the current realities and future educational needs in this fast-growing field. Each of the 12 chapters of the book concludes with a bibliography of works that were consulted in the preparation of the text and additional related resources that may be of interest to the reader. Eight appendixes contain the following: a sample mission statement for off-campus programs, a sample marketing plan development questionnaire, sample external and internal plans, sample continuing education department annual report, a private university on-campus and off-campus school of engineering report, a state university annual report, a list of distance education organizations worldwide, and information about the Educational Technology Leadership Program at George Washington University. (KC)

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